



News Release

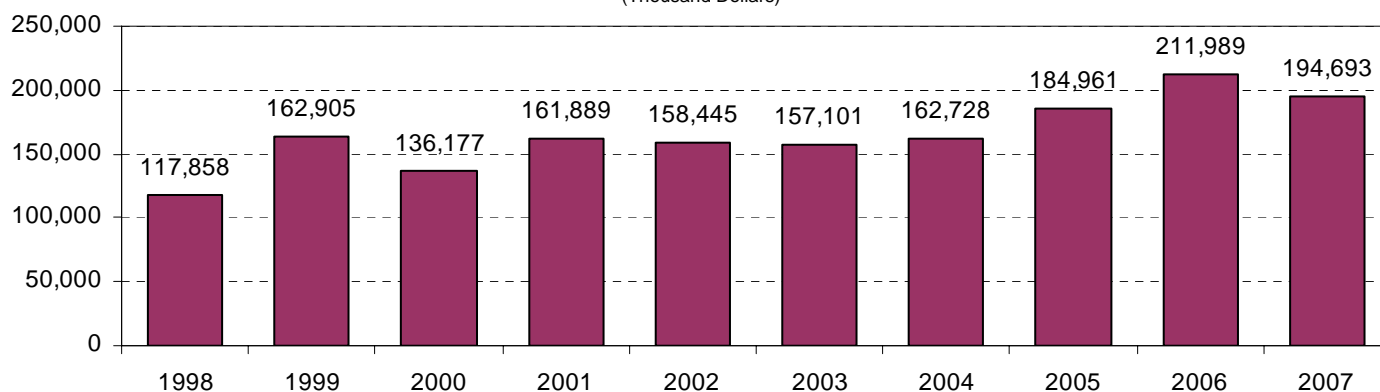
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SELECTED NORTH CAROLINA FLORICULTURE CROPS VALUE DOWN

The total 2007 wholesale value of floriculture crops for **North Carolina** producers with \$10,000 or more in sales is estimated at \$194.7 million, down 8% from 2006. North Carolina ranks 7th in the nation behind California, Florida, Michigan, Texas, Ohio and New York in sales. A total of 301 growers reported 18.9 million square feet of covered area and 744 acres of outdoor production. The wholesale value of the selected floriculture crops surveyed with \$100,000 or more sales totaled \$185.8 million in 2007, down 9% from 2006.

Wholesale Value of Sales for North Carolina Operations with \$10,000+ Sales¹
(Thousand Dollars)



¹ Wholesale value of sales as reported by operations with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for operations with sales below \$100,000. The value of sales for producers below the \$100,000 level was estimated by multiplying the number of producers in each size group by the mid-point of the sales range.

BEDDING/GARDEN PLANTS accounted for \$102.9 million of the overall sales, down 12% from the 2006 value. Potted bedding plants sales decreased 31% in 2007, totaling \$46.8 million. Flowering hanging baskets sales were up 31%, at \$21.2 million. Flats of bedding plants totaled \$34.9 million, up 4% from 2006.

POTTED FLOWERING PLANTS accounted for \$34.2 million of the total wholesale value, down 11% from the 2006 value. Poinsettias sales at \$15.2 million were generated from 4.8 million pots of all sizes. Potted chrysanthemums were down 22% in 2007 with wholesale value of \$3.7 million from 937 thousand pots.

HERBACEOUS PERENNIAL PLANTS accounted for \$37.7 million of the total value, up 14% from the 2006 value. Potted hardy/garden chrysanthemums were up 18% in 2007 with wholesale value of \$19.3 million generated from 8.5 million pots of all sizes. Other herbaceous perennials including hostas sales were up 10%, at \$18.4 million.

FOLIAGE HANGING BASKETS AND POTTED FOLIAGE had a wholesale value of sales of \$5.1 million in 2007. The value of foliage hanging baskets decreased 24% to \$2.5 million. The wholesale value of sales for potted foliage in 2007 was \$2.6 million, down 20% from previous year.

CUT FLOWER total wholesale value was \$3.4 million, a 22% decrease from 2006. The value of wholesale sales for cut snapdragons was \$548 thousand in 2007, up 4% from 2006. Value of wholesale sales for cut lilies increased 44% from the previous year to \$1.1 million.

The **United States** 2007 wholesale value of floriculture crops is up 2% from the revised 2006 valuation. The total crop value at wholesale for the 15 state program for all growers with \$10,000 or more in sales is estimated at \$4.10 billion for 2007, compared with \$4.03 billion for 2006. The number of growers for 2007, at 6,140, is down 6% in the 15 states compared with the revised 2006 count of 6,562. The number of growers with sales of \$100,000 or more dropped 4% to 2,863 for 2007 from 2,979 in 2006.

NORTH CAROLINA SELECTED FLORICULTURE CROPS

CROP	UNIT	Total Quantity Sold		Percent Change	Wholesale Value ¹		Percent Change
		2006	2007		2006	2007	
TOTAL VALUE OF REPORTED CROPS For operations with \$100,000+ sales		Thousand	Thousand		Thousand Dollars	Thousand Dollars	
		-	-	-	203,154	185,843	-9
TOTAL VALUE OF REPORTED CROPS For operations with \$10,000+ sales		-	-	-	211,989	194,693	-8
BEDDING/GARDEN PLANTS							
Impatiens	Flats	614	457	-26	4,065	3,976	-2
Petunias	Flats	500	350	-30	3,320	3,157	-5
Vegetable Type Bedding Plants	Flats	124	127	+2	1,216	1,490	+23
Begonia	Flats	464	352	-24	3,415	2,893	-15
Marigold	Flats	298	290	-3	1,934	2,308	+19
Pansy/Viola	Flats	1,181	1,299	+10	9,247	11,340	+23
Other Plants in flats ²	Flats	1,153	970	-16	10,340	9,723	-6
Potted Geraniums (Cutting)	Pots	2,311	2,117	-8	8,314	6,904	-17
Potted Geraniums (Seed)	Pots	1,156	938	-19	799	742	-7
New Guinea Impatiens	Pots	1,754	1,050	-40	5,568	2,405	-57
Other Potted Flowering Plants ³	Pots	33,040	21,234	-36	52,932	36,782	-31
Hanging Baskets, Flowering ⁴	Baskets	3,153	3,923	+24	16,185	21,151	+31
Total Bedding/Garden Plants		45,748	33,107	-28	117,335	102,871	-12
POTTED FLOWERING PLANTS FOR INDOOR OR PATIO USE							
Poinsettias	Pots	5,331	4,798	-10	17,871	15,214	-15
Chrysanthemums (Florist)	Pots	1,264	937	-26	4,669	3,649	-22
Lilies, Easter	Pots	268	302	+13	1,372	1,454	+6
Finished Florist Azaleas	Pots	99	89	-10	902	797	-12
Other Flowering Plants ⁵	Pots	6,359	4,995	-21	13,709	13,052	-5
Total Potted Flowering Plants		13,321	11,121	-17	38,523	34,166	-11
HERBACEOUS PERENNIALS							
Potted Hardy/Garden Chrysanthemums	Pots	9,042	8,540	-6	16,411	19,283	+18
Other Herbaceous Perennials ⁶	Pots	5,892	8,428	+43	16,673	18,364	+10
Total Potted Herbaceous Perennials		14,934	16,968	+14	33,084	37,647	+14
FOLIAGE FOR INDOOR OR PATIO USE							
Potted Foliage		-	-	-	3,193	2,567	-20
Foliage Hanging Baskets	Baskets	658	463	-30	3,283	2,486	-24
Total Foliage		-	-	-	6,476	5,053	-22
Total Cut Flowers ⁷		4,165	6,328	+52	4,396	3,429	-22
Total Propagative Sales ⁸		-	-	-	-	-	-

¹ Equivalent wholesale value of all sales for operations with \$100,000+ sales.

² Includes Geraniums, New Guinea Impatiens and Other Flowering or Foliar Type Bedding Plants.

³ Includes Impatiens, Petunias, Pansy/Viola, Begonia, Marigold, Vegetable and Other Potted Plants.

⁴ Includes Geraniums, Impatiens, New Guinea Impatiens, Petunias, Begonia, Marigold Pansy/Viola and Other Flowering Hanging Baskets.

⁵ Includes African Violets, Florist Roses, Orchids, Spring Flowering Bulbs and Other Flowering Potted Plants.

⁶ Includes Ferns (hardy/garden), Hosta, Iris, Peony, and Other Herbaceous Perennials.

⁷ Includes Chrysanthemums, Lilies, Orchids, Roses and Other Cut Flowers.

⁸ Not published to avoid disclosure of individual operations.